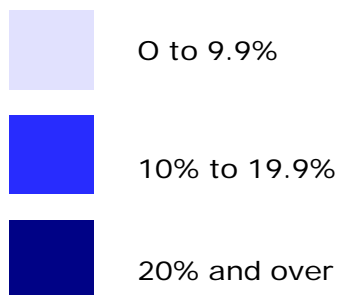
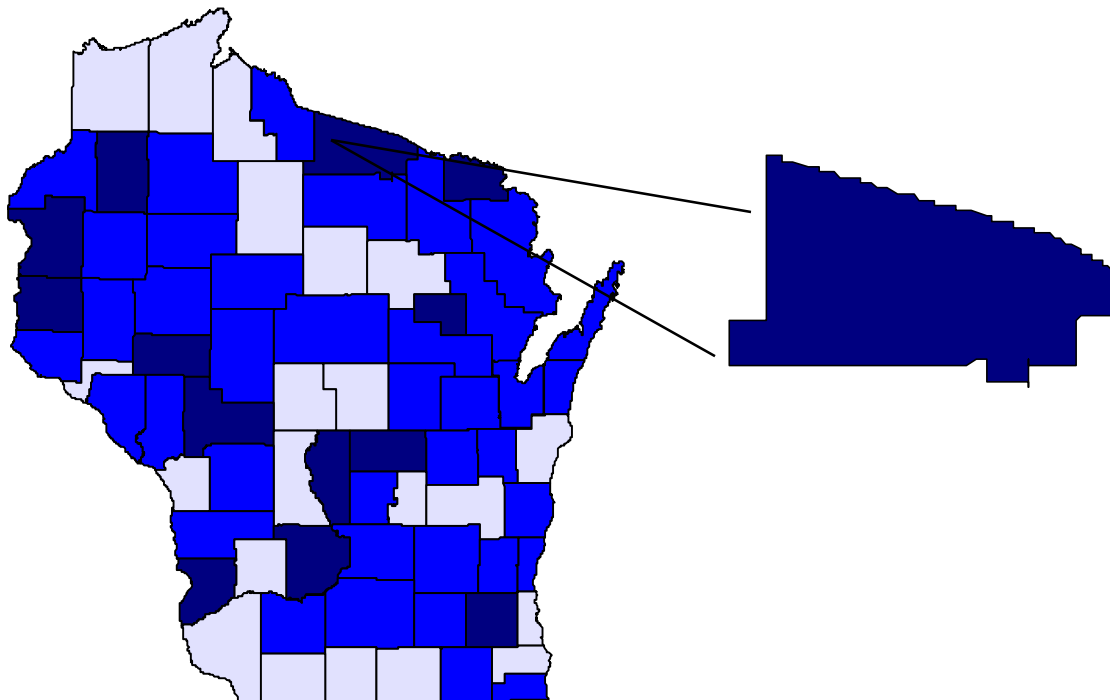


Vilas County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Vilas County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

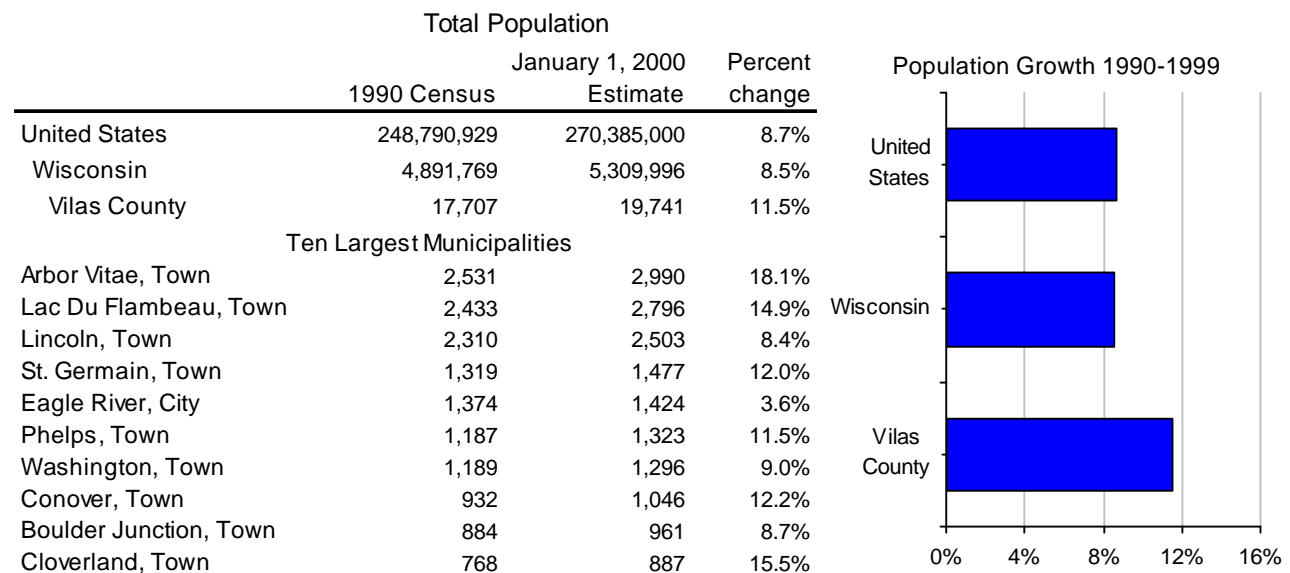
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Dennis Goodwin, by telephone (715-261-7745) or email (goodwd@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Vilas County Population and Civilian Labor Force

Vilas County's population has increased just over 11 percent during the decade. Vilas County has grown faster than Wisconsin or the United States. The growth rate in Vilas County accelerated during the late 1980s. This faster growth rate in Vilas County is the result of more people moving into the county than moving out of the county. As with many of the northern lake counties in recent years, we seem to be seeing an influx of retirees making their permanent homes throughout the area, in either what was their former vacation home, or a recently purchased property. How long this will continue will depend on everything from real estate prices to land availability. But, one of the earmarks of the nineties has been the rapid disappearance of reasonably priced land in the north, an unfortunate trend that may slow the migration of the retired



* Vilas County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

People who are not working includes people who are unemployed and people who are not in the labor force. Unemployed does not include all people who are not working, some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work. The difference between the labor force growth rate and the total population growth rate indicates a change in the composition of the population. A larger portion of the resident population is 16 and older. Consequently, a larger portion of the population is now available for and in the labor force.

The term used to describe the relationship between the labor force and population is the "participation rate". Vilas County has a somewhat smaller participation rate than does the State of Wisconsin, but larger than that of the United States. Vilas County's labor force participation rate is just over 69 percent. The United State's participation rate is 67 percent, while the state's rate is 72 percent.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

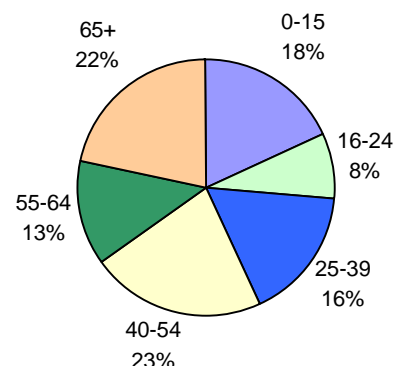
The 42 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the slow growth in the number of younger workers.

Slow growth in the number of 16 to 24 year olds and an increase in the number of businesses which traditionally hire large numbers of young workers has contributed to the current labor shortage in much of the state. The fairly growth rapid growth of this segment of the labor force in Vilas County means there is probably room for expansion in retail trade and many of the services industries.

Vilas County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	3,500	3,627	3.6%
16-24	1,424	1,598	12.2%
25-39	3,324	3,250	-2.2%
40-54	3,041	4,334	42.5%
55-64	2,384	2,645	11.0%
65+	4,034	4,287	6.3%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Vilas County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	9,800	10,400	11,000	11,100	11,100	11,000
Employed	9,200	9,900	10,500	10,500	10,600	10,500
Unemployed	610	500	500	560	520	470
Unemployment Rate	6.3%	4.8%	4.5%	5.0%	4.7%	4.3%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

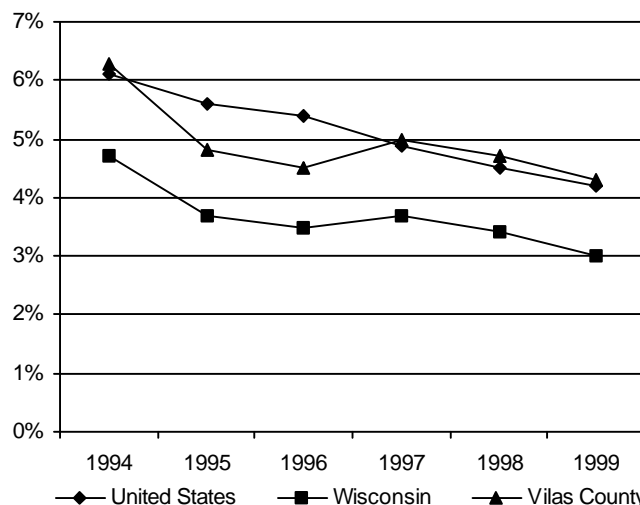
The unemployment rate in Vilas County has been fairly stable from year to year, with no serious fluctuations. In 1994, it stood at 6.3 percent (only slightly high for the area) and by 1999, had declined to 4.3 percent. The rate of unemployment in Vilas County has compared well to both the state and US average, as well as with neighboring counties.

One advantage of the Vilas County labor market is its relative stability. No one industrial element dominates the scene, although tourism and related industries play a significant role in this area.

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the recent Census, we do not anticipate any significant changes in the general pattern of movement.)

In Vilas County, nearly 1,200 workers leave the area each day to work elsewhere, mainly into Oneida County (about 750 making that trek). This is out of a total of about 5,700 employed within the county itself. By contrast, about 1,400 workers commute into Vilas County each day from neighboring areas to work, the largest number coming again from Oneida County, which is contiguous with Vilas.

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

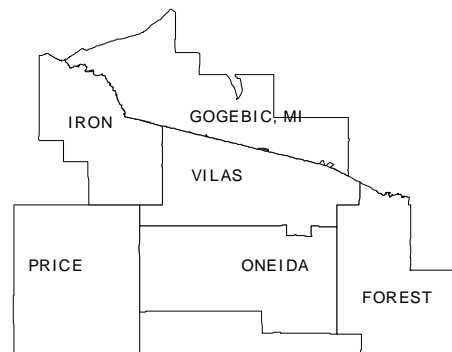
It is impossible to say what kinds of jobs these workers are commuting to, or what their professions are. They are probably stable, permanent types of jobs, such as professional employment, or perhaps jobs in the manufacturing firms in a neighboring county. Or, perhaps they are the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work. Construction employment has registered from 500 to 600 or so jobs total in Vilas County in the last few years, within the county itself.

Vilas County Commuting Patterns

	Commute Into	Commute From	Net Commute
Oneida	1,314	748	-566
Iron	126	40	-86
Forest	27	7	-20
Price	66	2	-64
Michigan	206	66	-140
Worked elsewhere	60	17	-43
Total	1,173	1,429	256

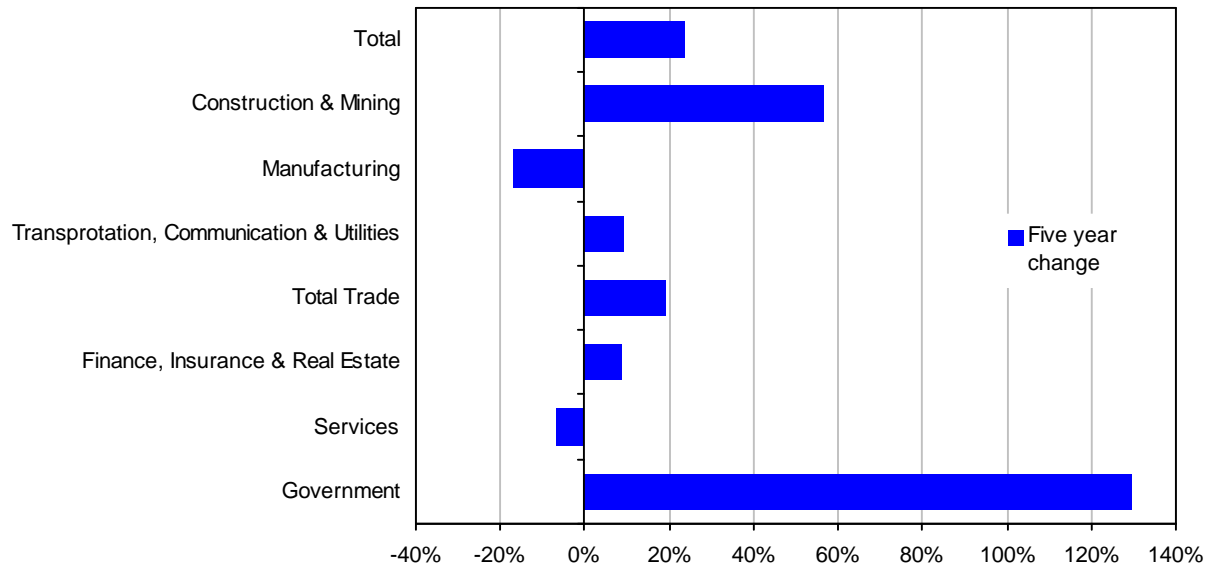
Work within Vilas County 5,746

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



The more than over 1,100 workers out of the county total leaving the county for jobs each day is actually a rather large percentage, when compared to some areas of the state, where the majority of the working labor force works within only a few miles of home. What this would appear to indicate about Vilas County is that relatively high paying, full time employment may be found more easily for some outside the area than within, justifying a fairly lengthy commute for many. One interesting thing about this area is the triangular relationship between Eagle River, Rhinelander and the Woodruff-Minocqua area (which includes Hazelhurst and environs). This area constitutes a single labor market, even though it crosses the county line between Vilas and Oneida counties. This may account for the heavy commuting between these two areas.

Vilas County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	6,359	6,804	7,060	7,224	7,540	7,850	4.1%	23.5%
Goods Producing	1,114	1,021	1,062	1,114	1,182	1,304	10.3%	17.1%
Construction & Mining	515	570	593	626	692	806	16.5%	56.5%
Manufacturing	598	451	469	488	490	498	1.6%	-16.8%
Durable	536	381	397	413	416	417	0.2%	-22.2%
Nondurable	63	70	72	75	75	81	9.1%	29.9%
Service Producing	5,245	5,784	5,998	6,110	6,358	6,546	3.0%	24.8%
Transportation, Communications & Utilities	160	168	157	136	143	174	22.0%	9.2%
Total Trade	1,932	2,096	2,213	2,315	2,278	2,305	1.2%	19.3%
Wholesale	129	156	161	159	152	152	0.6%	18.1%
Retail	1,803	1,940	2,052	2,156	2,127	2,153	1.2%	19.4%
Finance, Insurance, and Real Estate	280	291	304	294	299	305	2.0%	8.9%
Services & Misc.	2,081	1,582	1,570	1,707	1,886	1,942	3.0%	-6.7%
Total Government	793	1,647	1,754	1,658	1,752	1,820	3.9%	129.5%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

In the period of 1994 - 1999, employment levels generally rose in Vilas County, with employment in construction, nondurable goods manufacturing, and service sectors leading the way. Not far behind was communications and utilities. Manufacturing employment (durable goods), showed declining employment numbers and actual decline in employment in relationship to other industries in the county, and when compared to other counties in the northern Wisconsin area. This employment picture reflects the emphasis in the area on tourism (in favor of manufacturing), including the casinos and an increasing retirement segment of the community. The job drop in manufacturing was about 100 jobs in the period.

There was a great increase in government employment in 1995 when jobs in Indian owned operations were reclassified to the government sector. This employment would include different occupational sectors, especially service. Much of this employment is connected to casino operation. This explains the jump of about 130 percent in this sector.

Vilas County's Largest Industries and Employers

Top 10 Industry Groups

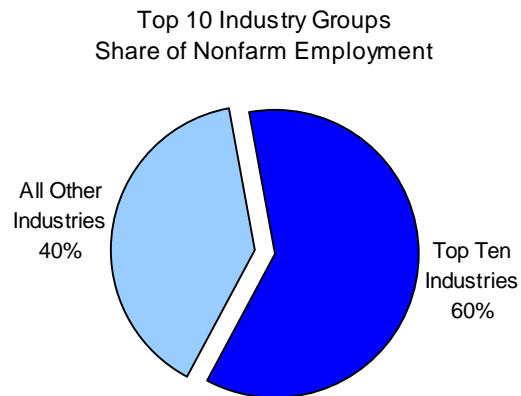
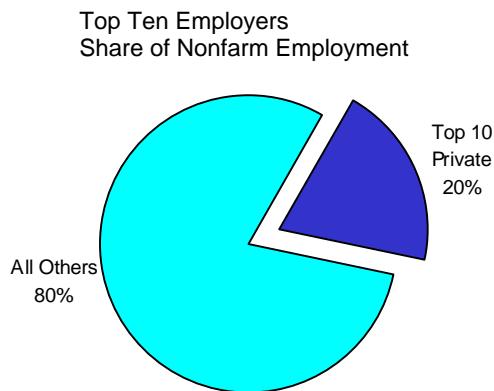
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Eating And Drinking Places	90	877	65	191
Membership Organizations	*	*	*	*
Educational Services	*	*	*	*
Hotels And Other Lodging Places	60	428	39	162
Special Trade Contractors	79	348	39	131
Health Services	17	345	-46	-101
Food Stores	11	342	10	60
Executive, Legislative, And General	15	325	36	11
General Building Contractors	51	305	4	88
Automotive Dealers & Service Stations	31	275	7	78

*data suppressed to maintain confidentiality

Top 10 Private Sector Employers

Company	Product or Service	Size
Lac Du Flambeau Gaming	Gaming	500-999
Northland Pines Schools	Public Schools	250-499
Lac Du Flambeau Public School	Reservation Schools	100-249
T A Solberg Co Inc	Food Service	100-249
Howard Young Medical Group	Health Care	100-249
Nagel Lumber Co Inc	Building Supplies	100-249
Bonsons Foods Inc	Groceries & Related	100-249
Great Lakes Intertribal	Gaming	100-249
Woodruff Arbor Vitae School	Public Education	50-99

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



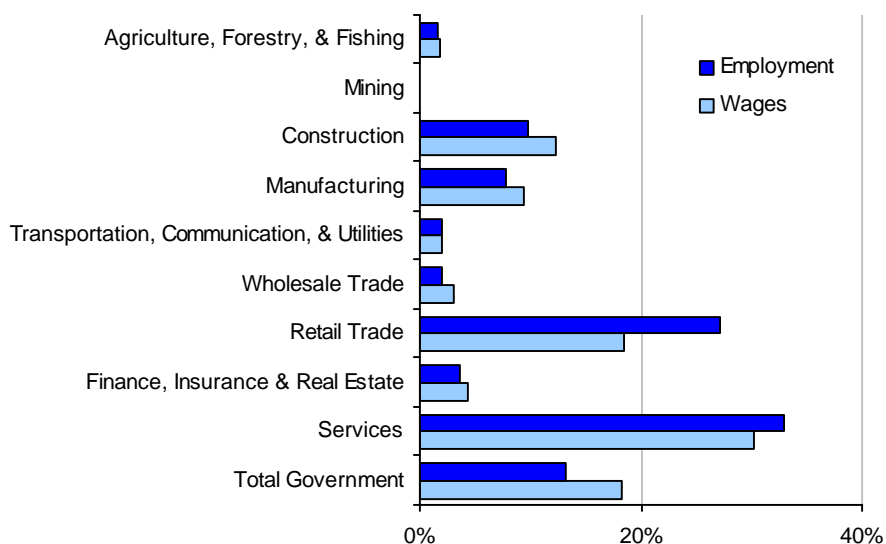
When one looks at the industrial landscape of Vilas County, one of the most obvious features in the relatively small size of individual businesses, although the rural nature of the area is somewhat deceptive. There is a private employer in the county with between 500 and 999 employees, with many other showing between 50 and 99 workers. Most employers in Vilas County are small businesses with fewer than 10 or 15 employees, however.

Vilas County and adjacent areas of the state rely rather heavily on tourism. Exactly what the impact of tourism is on any area of the state is hard to pinpoint, except to say that the effects of tourists coming into any area is obvious from the impact on certain businesses. It is clear that the trade sector is particularly involved in tourism, along with elements of the service sector, especially the hospitality industry. This explains the relative health of these industries in recent years, as tourism in the north has been generally healthy, with only spotty areas of weakness.

Vilas County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$19,420	\$29,609	65.6%	4.4%	26.6%	7,952
Agriculture, Forestry, & Fishing	\$22,468	\$21,499	104.5%	-13.1%	-0.3%	123
Mining	*	\$39,968	*	*	*	*
Construction	\$24,623	\$36,772	67.0%	4.0%	32.9%	772
Manufacturing	\$23,258	\$37,773	61.6%	6.9%	29.9%	625
Transportation, Communications, & Utilities	\$18,094	\$34,523	52.4%	-27.1%	-13.8%	163
Wholesale Trade	\$31,526	\$38,048	82.9%	1.4%	38.4%	153
Retail Trade	\$13,288	\$15,066	88.2%	0.1%	29.8%	2,155
Finance, Insurance, & Real estate	\$22,613	\$37,911	59.6%	7.3%	64.8%	294
Services	\$17,910	\$26,041	68.8%	8.5%	-21.1%	2,614
Total Government	\$26,788	\$32,017	83.7%	5.5%	#DIV/0!	1,053

Total Employment and Wage Distribution by Industry Division



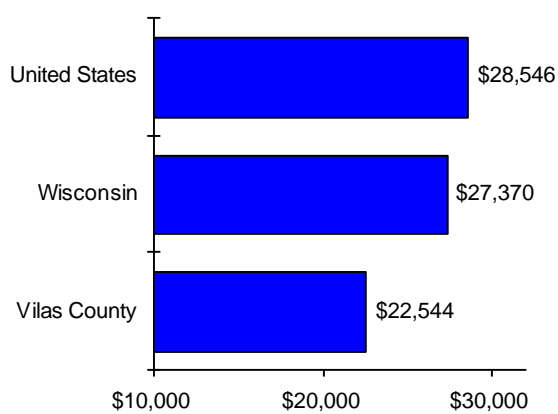
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Manufacturing employment represents under eight percent of total employment and about 11 - 12 percent of wages paid in Vilas County. Manufacturing, as important as it is to many in the county, does not seem to play nearly the same role as elsewhere. Retail trade and services have pulled ahead and dominate the county economy, probably an expression of the importance of tourism in the area.

Retail trade employment represents about 27 percent of employment, yet only 18 percent of the wages paid in Vilas County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers and a high percent of the employment is part-time. It is not likely that this situation is going to change any time soon.

Vilas County Wage and Income Data

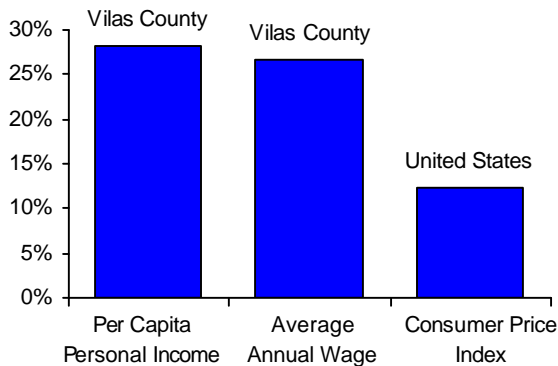
Per Capita Personal Income 1999



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Vilas County's per capita income ranked 37th of Wisconsin's 72 counties during 1999. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Vilas County per capita income has increased by about 28 percent and wages earned in Vilas County have increased by about 26 percent, which is an increase of about 4-5 percent over two years ago. Per capita personal income is much more volatile than wages, particularly in rural areas like Vilas or Oneida Counties to the north.

Comparison of Selected Data: 1994 - 1999



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Vilas County	\$17,587	\$18,080	\$18,981	\$20,208	\$21,655	\$22,544	4.1%	28.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Administrative Secretary	\$13.20	\$14.00
Assembler	\$9.14	\$8.63
Cooks, Short Order	\$6.84	\$6.46
Driver/Sales Workers	\$10.29	\$10.73
Janitors & Cleaners	\$7.91	\$7.30
Machine Feeders & Offbearers	\$8.95	\$8.44
Welders & Cutters	\$12.99	\$13.05
Computer Programmers	\$20.48	\$19.39
Construction Carpenter	\$11.47	\$11.15
Food Preparation Workers	\$6.65	\$6.14
General Office Clerk	\$8.82	\$8.59
Licensed Practical Nurse	\$13.03	\$12.94
Salesperson, Retail	\$8.59	\$6.88
Cashiers	\$6.78	\$6.37

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive.

Wages in Vilas County, especially in the trade, service, and manufacturing sectors, will not compare well to most of the occupations listed at left. In fact, pay levels near minimum are not uncommon for entry-level and low skill occupations.

Source: WI DWD, BWI. 1997 OES Wage Survey, Wausau, WI